Optometric Management

SUBJECT INDEX

January through December 1984

ADVERTISING
'Piggyback' Marketing: A New Practice Booster, *November*, 32
Let's Promote Eye Health, *June*, 101
Private Practice: Which Way To Go: *October*, 18
Product Advertising: The O.D. Reaction, *November*, 44
The Clout Of Group Advertising, *September*, 85
The Ophthalmic Industry: 1984, *May*, 77

AIDES
The Employee Improvement-Incentive Test, *June*, 77
You Need An Office Policy Manual, *September*, 77

ASSOCIATE PRACTICE
A Triumphant Triumvirate, *September*, 65
Get Ready! Get Set! Retire!, *May*, 21
Is Your Partner Carrying His Own Weight?, *September*, 29
Optometry's Ongoing Credit Card, *October*, 39
Selling A Practice The Smart Way, *April*, 93
The Sky's The Limit!, *October*, 77

CAREERS
What's An O.D. Good For?, *June*, 27

COMPUTERS
Making the (Painless) Computer Transition, *August*, 29

CONSULTING
Wanted: V.D.T. Eyecare Consultants, *February*, 65
What's An O.D. Good For?, *June*, 27

CONTACT LENSES
A Contact Lens 'PPC', *June*, 55
C.L. Solutions: The Optometrist As Pharmacist, *July*, 35
Contacts Can Complement Spectacles! (And Vice Versa), *December*, 57
Contact Lens Update, 1984, *March*, 43
Contact Lens Update, Part 2, *April*, 47
Eye Bawls: 'The Ultimate Walk-In', *December*
Eye Bawls: 'A Fool And His Time Are Soon Parted', *October*, 59
Strengthen Your C.L. Practice, *January*, 37
Stressing The 'Contact Lens' Of Your Practice, *August*, 49
The 'Telephone Shopper's Card', *May*, 53
The Contact Lens Video, *October*, 51
The Ophthalmic Industry: 1984, *May*, 77
The Swedish Aphakic Lens Exchange, *September*, 43
The Tinted Soft Lens Boom, *February*, 19
Turning C.L. Inquirers Into Patients, *May*, 45
Ultrasonic Cleaning: Much Satisfaction, More Patients, *December*, 45
Extended Wear, Extended Payment, *November*, 51

DEMONSTRATE
Do Your Patients Really Understand You?, *November*, 57

DISPENSING
Are You Safe In Safety Glasses?, *February*, 57
C.L. Solutions: The Optometrist As Pharmacist, July, 35
Color Patients Happy, *June*, 85
Dispensing Counts, Too, *July*, 47
Dispensing For Fun, Profit, And Patient Appreciation, *October*, 63
Your Office Image Affects You!, *April*, 83

DOUBLE LIFE
Diopters And Furlongs, *April*, 71

ESTATE PLANNING
Get Ready! Get Set! Retire!, *May*, 21

LEGAL
Retired...What Now?, *June*, 43
The New Tax Law — And You, *September*, 53

EYE BAWLS
'The Ultimate Walk-In', *December*, 51
'A Fool And His Time Are Soon Parted', *October*, 59
'Get Yer Popcorn And Cokes Here!' *January*, 53
'Dieter's Vision', *May*, 63
'Godliness Is Next To Cleanliness', *March*, 25
'I've Got An Offer You Can't Refuse', *August*, 95

F.T.C.
The Ophthalmic Industry: 1984, *May*, 77

FEES
Are You Too Expensive ...Or Do You Just Sound That Way?), *July*, 22
Extended Wear, Extended Payment, *November*, 51
The Medicare Muddle, *November*, 25
The Tinted Soft Lens Boom, *February*, 19
Why You Need A 'Superbill', *August*, 39

FINANCIAL
Are You Too Expensive? (...Or Do You Just Sound That Way?), *July*, 22
Facing An I.R.S. Audit, *March*, 28
Granting A 'Power Of Attorney', *June*, 63
Make Your Dispensary A Tax Shelter, *April*, 35
Optometry's Ongoing Credit Card, *October*, 39
Retired...What Now?, *June*, 43
Selling A Practice The Smart Way, *April*, 93
Tax Shelters: What To Watch Out For, *December*, 29
The New Tax Law — And You, *September*, 53
Your Accountant: Love Him Or Leave Him, *May*, 31
Your Home: A Business Deduction?, *February*, 31
Get Ready! Get Set! Retire!, *May*, 21

FRAME FASHION
Color Patients Happy, *June*, 85
Dispensing Counts, Too, *July*, 47

INSURANCE
Strengthen Your C.L. Practice, *January*, 37

INTERPROFESSIONAL RELATIONS
O.D.'s And The Ophthalmology Manpower Surplus, *May*, 69
A Triumphant Triumvirate, *September*, 65

LEGAL
A Limited Partnership Tax Shelter, *March*, 81
Are You Safe On Safety Glasses?, *February*, 57
Does Your Office Need A Time Clock?, *March*, 95
Facing An I.R.S. Audit, *March*, 28
Get Ready! Get Set! Retire!, *May*, 21
Granting A 'Power Of Attorney', *June*, 63
Retired...What Now?, *June*, 43
Selling Your Practice The Smart Way, *April*, 93
Tax Shelters: What To Watch Out For, *December*, 29
The New Tax Law — And You, *September*, 53
Your Accountant: Love Him Or Leave Him, *May*, 31
Make Your Dispensary A Tax Shelter, *April*, 35

OFFICE
Is Big Better?, *July*, 59
Making The (Painless) Computer Transition, *August*, 29
Optometry's Ongoing Credit Card, *October*, 39
Paradise Gained, *February*, 41
The 'Consensus' O.D. Practice, *September*, 97
The Sky's The Limit!, *October*, 77
When Your Expectations Are Too Great, *April*, 41
You Need An Office Manual, *September*, 77
Your Home: A Business Deduction? *February*, 31
Your Office Image Affects You!, *April*, 83

PARTNERSHIP PRACTICE
A Limited Partnership Tax Shelter, *March*, 81
A Triumphant Triumvirate, *September*, 65
Is Your Partner Carrying His Own Weight?, *September*, 29
Paradise Gained, *February*, 41

PATIENT RELATIONS
Are You Safe On Safety Glasses?, *February*, 57
When Your Expectations Are Too Great, *April*, 41
'I Love My Patients', *February*, 45
'Piggyback' Marketing: A New Practice Booster, *November*, 32
A Contact Lens 'PPC', *June*, 55
Are You Too Expensive (...Or Do You Just Sound That Way?), *July*, 22
C.L. Solutions: The Optometrist As Pharmacist, *July*, 35
Color Patients Happy, *June*, 85

Optometric Management

SUBJECT INDEX

January through December 1984

ADVERTISING
'Piggyback' Marketing: A New Practice Booster, *November*, 32
Let's Promote Eye Health, *June*, 101
Private Practice: Which Way To Go: *October*, 18
Product Advertising: The O.D. Reaction, *November*, 44
The Clout Of Group Advertising, *September*, 85
The Ophthalmic Industry: 1984, *May*, 77

AIDES
The Employee Improvement-Incentive Test, *June*, 77
You Need An Office Policy Manual, *September*, 77

ASSOCIATE PRACTICE
A Triumphant Triumvirate, *September*, 65
Get Ready! Get Set! Retire!, *May*, 21
Is Your Partner Carrying His Own Weight?, *September*, 29
Optometry's Ongoing Credit Card, *October*, 39
Selling A Practice The Smart Way, *April*, 93
The Sky's The Limit!, *October*, 77

CAREERS
What's An O.D. Good For?, *June*, 27

COMPUTERS
Making the (Painless) Computer Transition, *August*, 29

CONSULTING
Wanted: V.D.T. Eyecare Consultants, *February*, 65
What's An O.D. Good For?, *June*, 27

CONTACT LENSES
A Contact Lens 'PPC', *June*, 55
C.L. Solutions: The Optometrist As Pharmacist, *July*, 35
Contacts Can Complement Spectacles! (And Vice Versa), *December*, 57
Contact Lens Update, 1984, *March*, 43
Contact Lens Update, Part 2, *April*, 47
Eye Bawls: 'The Ultimate Walk-In', *December*
Eye Bawls: 'A Fool And His Time Are Soon Parted', *October*, 59
Strengthen Your C.L. Practice, *January*, 37
Stressing The 'Contact Lens' Of Your Practice, *August*, 49
The 'Telephone Shopper's Card', *May*, 53
The Contact Lens Video, *October*, 51
The Ophthalmic Industry: 1984, *May*, 77
The Swedish Aphakic Lens Exchange, *September*, 43
The Tinted Soft Lens Boom, *February*, 19
Turning C.L. Inquirers Into Patients, *May*, 45
Ultrasonic Cleaning: Much Satisfaction, More Patients, *December*, 45
Extended Wear, Extended Payment, *November*, 51

DEMONSTRATE
Do Your Patients Really Understand You?, *November*, 57

DISPENSING
Are You Safe In Safety Glasses?, *February*, 57
C.L. Solutions: The Optometrist As Pharmacist, July, 35
Color Patients Happy, *June*, 85
Dispensing Counts, Too, *July*, 47
Dispensing For Fun, Profit, And Patient Appreciation, *October*, 63
Your Office Image Affects You!, *April*, 83

DOUBLE LIFE
Diopters And Furlongs, *April*, 71

ESTATE PLANNING
Get Ready! Get Set! Retire!, *May*, 21

LEGAL
Retired...What Now?, *June*, 43
The New Tax Law — And You, *September*, 53

EYE BAWLS
'The Ultimate Walk-In', *December*, 51
'A Fool And His Time Are Soon Parted', *October*, 59
'Get Yer Popcorn And Cokes Here!' *January*, 53
'Dieter's Vision', *May*, 63
'Godliness Is Next To Cleanliness', *March*, 25
'I've Got An Offer You Can't Refuse', *August*, 95

F.T.C.
The Ophthalmic Industry: 1984, *May*, 77

FEES
Are You Too Expensive ...Or Do You Just Sound That Way?), *July*, 22
Extended Wear, Extended Payment, *November*, 51
The Medicare Muddle, *November*, 25
The Tinted Soft Lens Boom, *February*, 19
Why You Need A 'Superbill', *August*, 39

FINANCIAL
Are You Too Expensive? (...Or Do You Just Sound That Way?), *July*, 22
Facing An I.R.S. Audit, *March*, 28
Granting A 'Power Of Attorney', *June*, 63
Make Your Dispensary A Tax Shelter, *April*, 35
Optometry's Ongoing Credit Card, *October*, 39
Retired...What Now?, *June*, 43
Selling A Practice The Smart Way, *April*, 93
Tax Shelters: What To Watch Out For, *December*, 29
The New Tax Law — And You, *September*, 53
Your Accountant: Love Him Or Leave Him, *May*, 31
Your Home: A Business Deduction?, *February*, 31
Get Ready! Get Set! Retire!, *May*, 21

FRAME FASHION
Color Patients Happy, *June*, 85
Dispensing Counts, Too, *July*, 47

INSURANCE
Strengthen Your C.L. Practice, *January*, 37

INTERPROFESSIONAL RELATIONS
O.D.'s And The Ophthalmology Manpower Surplus, *May*, 69
A Triumphant Triumvirate, *September*, 65

LEGAL
A Limited Partnership Tax Shelter, *March*, 81
Are You Safe On Safety Glasses?, *February*, 57
Does Your Office Need A Time Clock?, *March*, 95
Facing An I.R.S. Audit, *March*, 28
Get Ready! Get Set! Retire!, *May*, 21
Granting A 'Power Of Attorney', *June*, 63
Retired...What Now?, *June*, 43
Selling Your Practice The Smart Way, *April*, 93
Tax Shelters: What To Watch Out For, *December*, 29
The New Tax Law — And You, *September*, 53
Your Accountant: Love Him Or Leave Him, *May*, 31
Make Your Dispensary A Tax Shelter, *April*, 35

OFFICE
Is Big Better?, *July*, 59
Making The (Painless) Computer Transition, *August*, 29
Optometry's Ongoing Credit Card, *October*, 39
Paradise Gained, *February*, 41
The 'Consensus' O.D. Practice, *September*, 97
The Sky's The Limit!, *October*, 77
When Your Expectations Are Too Great, *April*, 41
You Need An Office Manual, *September*, 77
Your Home: A Business Deduction? *February*, 31
Your Office Image Affects You!, *April*, 83

PARTNERSHIP PRACTICE
A Limited Partnership Tax Shelter, *March*, 81
A Triumphant Triumvirate, *September*, 65
Is Your Partner Carrying His Own Weight?, *September*, 29
Paradise Gained, *February*, 41

PATIENT RELATIONS
Are You Safe On Safety Glasses?, *February*, 57
When Your Expectations Are Too Great, *April*, 41
'I Love My Patients', *February*, 45
'Piggyback' Marketing: A New Practice Booster, *November*, 32
A Contact Lens 'PPC', *June*, 55
Are You Too Expensive (...Or Do You Just Sound That Way?), *July*, 22
C.L. Solutions: The Optometrist As Pharmacist, *July*, 35
Color Patients Happy, *June*, 85

Contacts Can Complement Spectacles! (And Vice Versa), *December*, 57
Developmental Vision: The Patients' View, *August*, 77
Dispensing Counts, Too, *July*, 47
Overcoming 'Career Burnout',*February*, 75
Dispensing For Fun, Profit, And Patient Appreciation, *October*, 63
Don't Recall, Preappoint!, *January*, 65
Extended Wear, Extended Payment, *November*, 51
Eye Bawls: 'A Fool And His Time Are Soon Parted', *October*, 59
Is Big Better?, *July*, 59
Is Optometry Ready For Space Travel?, *April*, 22
Let's Promote Eye Health, *June*, 101
My Practice's Renaissance, *March*, 69
Private Practice: Which Way To Go?, *October*, 18
Recall Notices Can Still Work, *January*, 59
Strengthen Your C.L. Practice, *January*, 37
Stressing The 'Contact Lens' Of Your Practice, *August*, 49
The 'Hot Buttons' Of Your Life, *August*, 59
The 'Hot Buttons' Of Your Practice, *August*, 69
The Contact Lens Video, *October*, 51
The Medicare Muddle, *November*, 25
The Secret of Patient Acceptance, *February*, 83
The 'Telephone Shopper's Card', *May*, 53
The Tinted Soft Lens Boom, *February*, 19
They'd Rather Switch Then Fight, *January*, 27
Turning C.L. Inquirers Into Patients, *May*, 45
Ultrasonic Cleaning: Much Satisfaction, More Patients, *December*, 45
Wanted: V.D.T. Eyecare Consultants, *February*, 65
Why You Need A 'Superbill', *August*, 39
Your Office Image Affects You!, *April*, 83
Do Your Patients Really Understand You? *November*, 57

PERSONAL RELATIONS
The 'Hot Buttons' Of Your Practice, *August*, 69
The Employee Improvement-Incentive Test, *June*, 77

PERSONALITIES
Diopters And Furlong, *April*, 71
Overcoming 'Career Burnout', *February*, 75
Paradise Gained, *February*, 41
The Sky's The Limit!, *October*, 77
When Your Expectations Are Too Great, *April*, 41

PERSONNEL RELATIONS
When Your Expectations Are Too Great, *April*, 41
'I Love My Patients', *February*, 45
Does Your Office Need A Time Clock?, *March*, 95
The 'Hot Buttons' Of Your Life, *August*, 59
You Need An Office Policy Manual, *September*, 77

PRACTICE ENHANCEMENT
Pssst — Wanta Buy Some Patients?, *September*, 16

PRACTICE MANAGEMENT
'Love My Patients',*February*, 45
'Piggyback' Marketing: A New Practice Booster, *November*, 32
A Contact Lens 'PPC', *June*, 55
Are You Too Expensive? (...Or Do You Just Sound That Way?), *July*, 22
C.L. Solutions: The Optometrist As Pharmacist, *July*, 35
Do Your Patients Really Understand You?, *November*, 57
Don't Recall, Preappoint!, *January*, 65
Extended Wear, Extended Payment, *November*, 51
Is Big Better?, *July*, 59
Is Optometry Ready For Space Travel?, *April*, 22
Making The (Painless) Computer Transition, *August*, 29
Magnifying Your Image — To Kids,*June*, 93
My Practice's Renaissance, *March*, 69
O.D.'s And The Ophthalmology Manpower Surplus, *May*, 69
Overcoming 'Career Burnout', *February*, 75
Private Practice: Which Way To Go?, *October*, 18
Recall Notices Can Still Work, *January*, 59
The Consensus O.D. Practice, *September*, 97
The Employee Improvement-Incentive Test, *June*, 77
The Independents Strike Back, *December*, 20
The Secret Of Patient Acceptance, *February*, 83
The Swedish Aphakic Lens Exchange, *September*, 43
They'd Rather Switch Then Fight, *January*, 27
When Your Expectations Are Too Great, *April*, 41
Why You Need A 'Superbill' *August*, 39
You Need An Office Policy Manual, *September*, 77

PROFESSIONAL CORPORATION
Get Ready! Get Set! Retire!, *May*, 21

PROMOTION
'Piggyback' Marketing: A New Practice Booster, *November*, 32
A Contact Lens 'PPC', *June*, 55
Color Patients Happy, *June*, 85
Contact Can Complement Spectacles! (And Vice Versa), *December*, 57
Dispensing For Fun, Profit, And Patient Appreciation, *October*, 63
Do Your Patients Really Understand You?, *November*, 57
Don't Recall, Preappoint!, *January*, 65
Let's Promote Eye Health, *June*, 101
Magnifying Your Image — To Kids, *June*, 93
My Practice's Renaissance, *March*, 69
O.D.'s And The Ophthalmology Manpower Surplus, *May*, 69
Private Practice: Which Way To Go, *October*, 18
Product Advertising: The O.D. Reaction, *November*, 44
Pssst — Wanta Buy Some Patients?, *September*, 16
Recall Notices Can Still Work, *January*, 59
Strenghthen Your C.L. Practice, *January*, 37
Stressing The 'Contact Lens' Of Your Practice, *August*, 49
The Clout Of Group Advertising, *September*, 85
The Contact Lens Video, *October*, 51
The Independents Strike Back!, *December*, 20
The Secret Of Patient Acceptance, *February*, 83
The 'Telephone Shopper's Card', *May*, 53
The Tinted Soft Lens Boom, *February*, 19
Turning C.L. Inquirers Into Patients, *May*, 45

RECORDS
Pssst — Wanta Buy Some Patients?, *September*, 16

RETIREMENT
Get Ready! Get Set! Retire!, *May*, 21
Retired...What Now?, *June*, 43

TAXES
A Limited Partnership Tax Shelter, *March*, 81
Facing An I.R.S. Audit, *March*, 28
Make Your Dispensary A Tax Shelter, *March*, 28
Retired...What Now?, *April*, 35
Selling Your Practice The Smart Way, *April*, 93
Tax Shelters: What To Watch Out For?, *December*, 29
The New Tax Law — And You, *September*, 53
Your Accountant: Love Him Or Leave Him, *May*, 31
Your Home: A Business Deduction? *February*, 31

THIRD-PARTY PROGRAMS
Is Big Better?, *July*, 59
The Medicare Muddle, *November*, 25
The Ophthalmic Industry: 1984, *November*, 25
Why You Need A 'Superbill', *August*, 39

TRAVEL & EDUCATION
Is Optometry Ready For Space Travel, *April*, 22
Mixing Pleasure With Business, *November*, 73
The Sky's The Limit!, *October*, 77

VISION THERAPY
Developmental Vision: The Patients View, *August*, 77